

August 8, 2012

MINUTES OF A REGULAR MEETING OF THE TORRANCE CABLE TELEVISION ADVISORY BOARD.

1. CALL MEETING TO ORDER:

The Torrance Cable Television Advisory Board convened in a regular meeting on Wednesday, August 8, 2012, at 7:00 p.m. in the Multipurpose Room located in the Stanley E. Remelmeyer Telecommunications Center.

2. ROLL CALL:

Present: Commissioners, Brennan, De Rago, Frantz, Kellogg, Seferian, Thomas, Chairman Ozenne

Also Present: Cindy Hibbard, Secretary
Don Fefie, TCtv Coordinator
Michael D. Smith, Cable & Community Relations Manager

Excused: None

Absent: None

3. FLAG SALUTE:

The salute to the flag of the United States of America was led by Commissioner De Rago.

4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA:

MOTION: *Commissioner De Rago moved to accept and file the report of the City Clerk on posting of the agenda for this meeting. This motion seconded by Commissioner Brennan, carried with an aye vote.*

5. ANNOUNCEMENT OF WITHDRAWN OR DEFERRED ITEMS - NONE

6. APPROVAL OF MINUTES

A) July 11, 2012

MOTION: *Commissioner Thomas moved to approve the minutes of July 11, 2012 as amended. This motion seconded by Commissioner Frantz, motion carried with an aye vote.*

7. SCHEDULED BUSINESS:

A) Community Matters – NONE

B) Committee Reports

1) Producer Incentive July 25, 2012

Committee Chair De Rago stated the Committee had discussed the development of a High School Battle of the Bands where each of the Torrance high schools, through a class would develop a competition in a reality show format to compete for prizes. The project would feed into the TCtv Awards program. He hopes to have the business plan later this month, approval by the City Council in September/October with a launch in January when students return.

Staff advised the Committee that prior to developing a business plan, it would be best to receive conceptual approval of the project and to develop the goals and objectives from the Commission. The Committee should also confirm if the schools have video production programs/classes. Staff also mentioned that the schedule suggested would be a challenge to implement given schedules, notice of meetings, existing projects, and coordination with the School District. Finally, the Committee should compare the previous project recommended by the TCtv Services Committee for similar goals and objectives.

Brief discussion followed.

MOTION: *Commissioner Frantz moved to accept the Producer Incentive Committee Report for July 25, 2012. This motion seconded by Commissioner Seferian, motion carried with aye vote.*

C) Report of the Community Television Center

- 1) July, 2012** – Coordinator Fefie shared, TCtv Producers produced 15 new shows. There was an increase in Field Camera checkouts, Post-Production reservations, and Studio Usage. Studio usage would have been higher but the production switcher developed a problem and had to be sent out for repair (07/17 – 08/01), causing studio closure. The unit has been repaired and we are reinstalling, testing, and scheduling reservations for August. Thirteen students successfully passed the Field and Post-Production Workshop, and nine students successfully completed the Pre Production Planning Workshop. Fourteen residents completed New Users Orientation Session. The increase in usage is attributable to more free time available by Users.

Brief discussion followed.

MOTION: *Commissioner Brennan moved to accept the Torrance Community Television Center Report for July 2012. This motion seconded by Commissioner Thomas, motion carried with aye vote.*

D) Report of Legislative and Cable Related Activities

Manager Smith summarized the following:

Verizon Communications and Coinstar have begun testing the streaming-video portion of "Redbox Instant by Verizon," their joint DVD-plus-online video service designed to compete with Netflix, and have announced former FiOS executive Shawn Strickland as the venture's CEO.

ABC affiliates told Congress in a letter on Friday that if they are not allowed to have a dual revenue stream -- advertising and retrans cash -- more big ticket sports programming will move to cable. Those stations said it would be difficult to overstate the importance of retrans to their continued viability. They say that without retrans, they will not be able to afford expensive sports programming or produce local news, sports, weather, public safety and public interest programming.

The Federal Communications Commission released its fourteenth annual video competition report on Friday, covering 2007 through 2010, and as *Multichannel News* reported more than six weeks ago, it differs from the 2006 report by not concluding that competition from telco, satellite and online providers is insufficient to hold down cable prices. The report points out that cable operators account for less than 60% of all MVPD subs, down from 65% in 2006. But while video sub counts have been falling, says the FCC, MVPDs have still done well by increasing sales of phone and Internet.

Brief discussion followed.

MOTION: *Commissioner De Rago moved to accept the Legislative and Cable Related Report for July 2012. This motion seconded by Commissioner Frantz, motion carried with aye vote.*

E) Old Business - NONE

F) New Business

1) A recommendation from the Cable & Community Relations Manager that the Cable Television Advisory Board review the report on the Public Access Foundation Funds.

Overview provided by Manager Smith.

Brief discussion followed.

MOTION: *Commissioner Thomas moved to accept and file the report on the Public Access Foundation Funds. This motion seconded by Commissioner Frantz, motion carried with aye vote.*

2) A recommendation from the Cable & Community Relations Manager that the Cable Television Advisory Board review the report on the Public Access Foundation Equipment.

Overview provided by Manager Smith.

Brief discussion followed.

MOTION: *Commissioner Thomas moved to accept and file the report on the Public Access Equipment. This motion seconded by Commissioner Frantz, motion carried with aye vote.*

3) A recommendation from the Cable & Community Relations Manager that the Chairperson appoint a member to the TCtv Services Committee.

MOTION: *Chairman Ozenne moved to appoint Commissioner Thomas a member to the TCtv Services Committee. This motion seconded by Commissioner Frantz, motion carried with aye vote.*

8. ADDENDUM MATTERS - NONE

9. ORAL COMMUNICATIONS:

- A) Chairman Ozenne requested that an item be brought back to the Commission to consider adopting rules of order for the Board.
- B) Commissioner Frantz inquired if any progress was being made with the TCtv Awards. Committee Members will remain to determine a date to meet.
- C) Commissioner De Rago inquired if there are any restrictions for advertising regarding the Producer Incentive Committee Project.
- D) Manager Smith extended an invitation to the Commission to attend and/or consider participating in the Centennial Parade on September 16, 2012 in the downtown area. Information can be obtained at www.TorranceCentennial.Org.

10. ADJOURNMENT:

Chairman Ozenne adjourned the meeting of August 8, 2012 at 8:08 p.m. to reconvene on September 12, 2012 Wednesday, at 7:00 p.m.

Respectfully submitted,

Michael D. Smith
Cable & Community Relations Manager